



# Leveraging the Network as an Engine for Innovation and Growth

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Borderless Network Architecture

# Significant Changes Underway

Sales of Smartphones and Tablets are now greater than all PCs including notebooks

60% of employees believe they don't need to be in an office to be productive

52% of enterprises have deployed cloud or plan to use cloud

60% of server workloads will be virtualized by 2013

By 2014 Internet Video Alone will account for 57 percent of all consumer traffic

One third of corporations say they are using video at least once per week

The average daily volume of Web-based attacks observed in 2010 was 93 percent higher than in 2009

42% of enterprises rank cyber risk as their top concern, more than natural disasters, terrorism and traditional crime

# Driven by Four Technology Trends



Resource  
Virtualization



Mobile Device  
Explosion



Increasing Use  
of Video



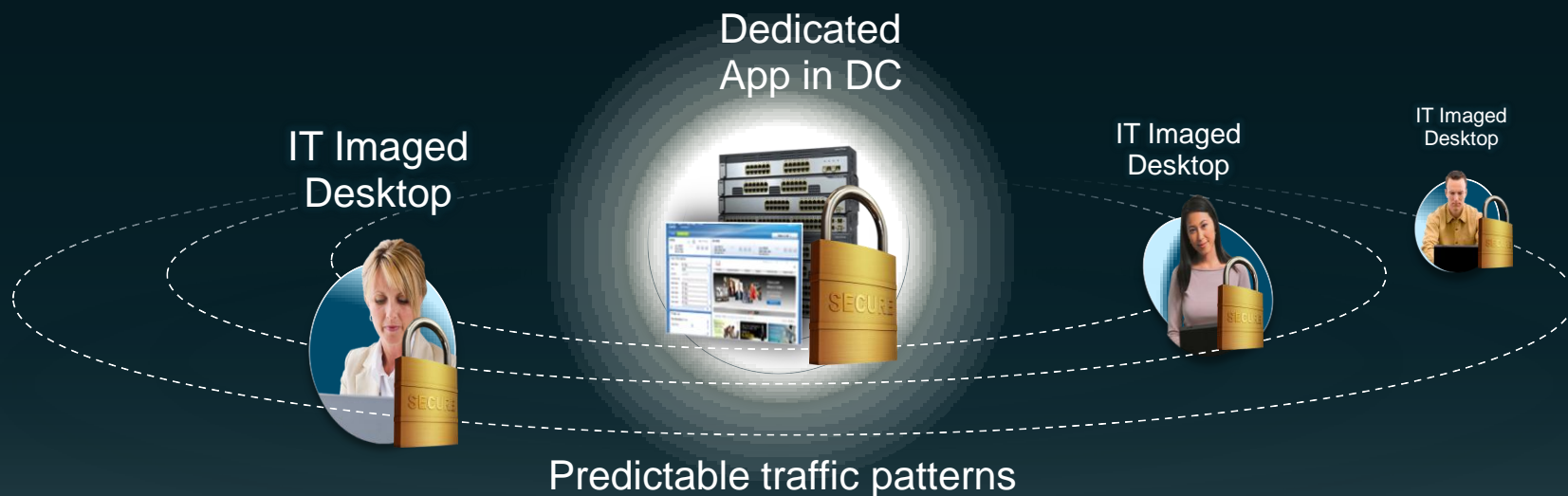
Multiplying  
Cyber Attacks

# Not So Long Ago: Relatively Simple IT Universe

Secure App

Encrypt Network

Secure Endpoint



# Today: Massive Increase In Complexity





# Increasing User Expectations

I want to use my iPad at work.

I need access to corporate information from anywhere.

My CFO just cut my travel budget... Now what?

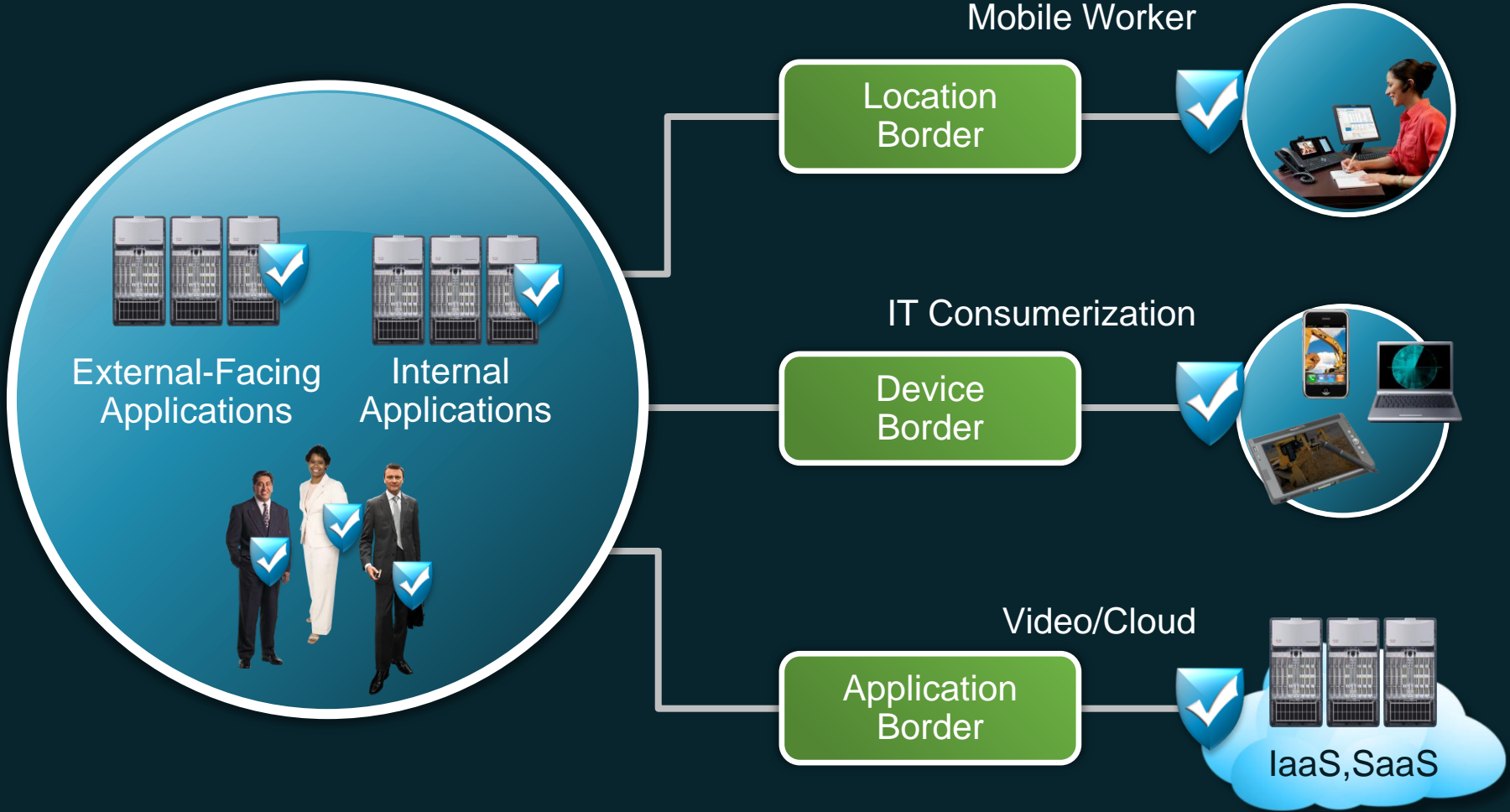
I have to move faster!

I need to collaborate with customers, partners and suppliers as easily as with my colleagues.

Dropbox is better than what I can get from IT. What else can the cloud do for me?

Please don't make me log in again!

# Changing Environment: Shifting Borders



# Borderless Network Architecture

Architecture for Agile Delivery of the Borderless Experience



POLICY

MANAGEMENT

APIs



BORDERLESS  
END-POINT/  
USER SERVICES



Securely, Reliably, Seamlessly: [AnyConnect](#)

BORDERLESS  
NETWORK  
SERVICES

Mobility:  
[Motion](#)

Energy  
Management:  
[EnergyWise](#)

Security:  
[TrustSec](#)

App  
Performance:  
[App Velocity](#)

Multimedia  
Optimization:  
[Medianet](#)

BORDERLESS  
NETWORK  
SYSTEMS

Unified  
Access

Core  
Fabric

Extended  
Edge

Extended  
Cloud

BORDERLESS  
INFRASTRUCTURE

Wireless

Routing

Switching

Application  
Networking/  
Optimization

Security

SMART PROFESSIONAL AND TECHNICAL SERVICES:  
Realize the Value of Borderless Networks Faster



## A “Good Enough” Network

Single Purpose

Security as a Bolt On

Application and Endpoint Ignorant

Basic QoS

Standards Based

Support through Basic Warranty

Acquisition Cost

## An Enterprise Next Generation Network

Unified (Wired/Wireless/VPN, Building and Energy Control)

Integrated Security from Premise to the Cloud

Application Intelligence with Optimization, Endpoint Intelligence, Location & Policy

Media Aware Control to Support Voice/Video Integration

Standards + Innovations Driving Standards

Warranty + Intelligent Services with Integrated Management

Investment Protection & ROI

# Enabling the Next Generation Workspace

## Traditional Workspace



Data

Voice

## Next Generation Workspace



Any Device

HD Video

Virtual Desktop



**Catalyst 2960-S**

- Competitive feature set at compelling prices
- Reduced TCO with Smart Operations



**Catalyst 3K-X**



**Catalyst 4K**

Security  
TrustSec

Video  
Medianet

PoE  
Energywise

High  
Availability

**Lower TCO**

**ENABLING THE BORDERLESS EXPERIENCE**

# What's Next for You?

How do I control who and what access the network?

I have to move faster – while lowering costs

How can IT help drive down energy costs across the enterprise?

Am I ready to move to an “any device” approach to mobility?

Am I able to support pervasive video?

What can I do to deliver seamless user connectivity?

How can I extend internal capabilities beyond the firewall?

Thank you.

